

MARKETING PRIME CONTRACTORS

“A SMALL BUSINESS SUCCESS STORY”



***PRESENTED BY
JOSEPH D. Di IORIO
VICE PRESIDENT
BLACKHAWK MANAGEMENT CORPORATION
HOUSTON, TEXAS***

***PREPARED FOR
JET PROPULSION LABORATORY
HI-TECH SMALL BUSINESS CONFERENCE
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City of Industry, CA***

OVERVIEW



OBJECTIVE

INTRODUCTION TO BLACKHAWK

KEYS TO SUCCESS

MARKETING PHILOSOPHY

DOES IT WORK?

SUMMARY



OBJECTIVE



**Provide Guidelines Which May Assist
in Marketing Your Organization to a
Diverse Customer Base**

WHO IS BLACKHAWK



Ms. Gerri Johnson-Hurley
President & CEO

Established September 1990

Small Disadvantaged Business
Native American (Cherokee)
Woman Owned
- 8(a) Certified (Nov 1993)

Corporate Offices - Houston, Texas



OPERATING LOCATIONS

Houston, Texas - Corporate Office

Galveston, Texas

Albuquerque, New Mexico

Washington, DC

Fort Monmouth, New Jersey

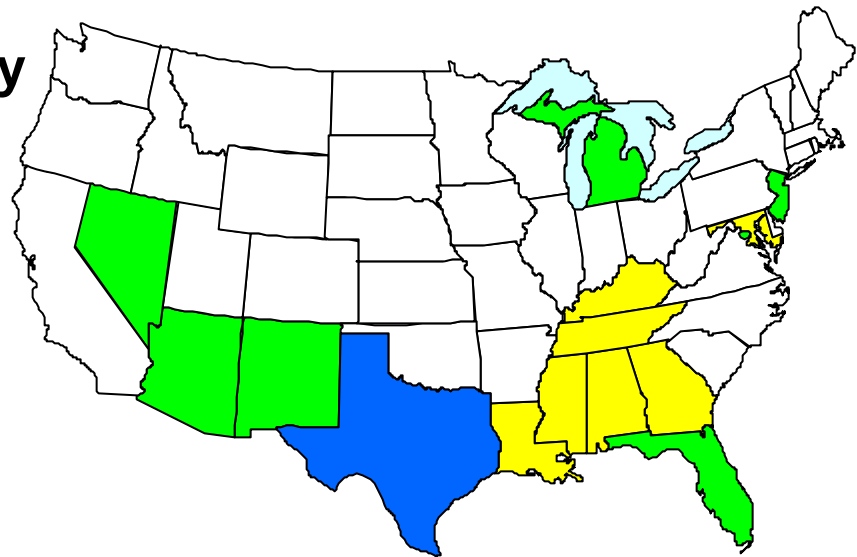
Fort Hood, Texas

Fort Huachuca, Arizona

Hawthorne, Nevada

Warren, Michigan

Fort Walton Beach, Florida



CORE COMPETENCIES



Central Region

Program Management Support
Systems Engineering
Logistic Management
Engineering Services
Information Management
Configuration Management
Technical Data Package (TDP)
Review
Force Modernization

Western Region

Contract Administration Support
Services
Administrative Support Services
Acquisition Management
Support to Army IEW Battle
Laboratory

Eastern Region

Systems Acquisition Support
Fielded Systems Support
Systems Integration/ Engineering
Design Engineering (Auto CAD)
Software/Computer Support
Logistics Support to FAA
Technical Publications Development
LAN/Network Administration

NASA Operations

Space Station Support
Cost/Schedule Risk
Assessment
"One Pager Management
Concept"
Development/Training
Space Station Logistic
Management

CUSTOMER BASE



- **NASA - Johnson Space Center (Space Station Program Office)**
- **U.S. Army Program Executive Office Intelligence and Electronic Warfare**
- **U.S. Army Corps of Engineers**
- **U.S. Air Force Phillips Laboratory**
- **U.S. Air Force Special Operations Command**
- **U.S. Air Force Warner Robins ALC**



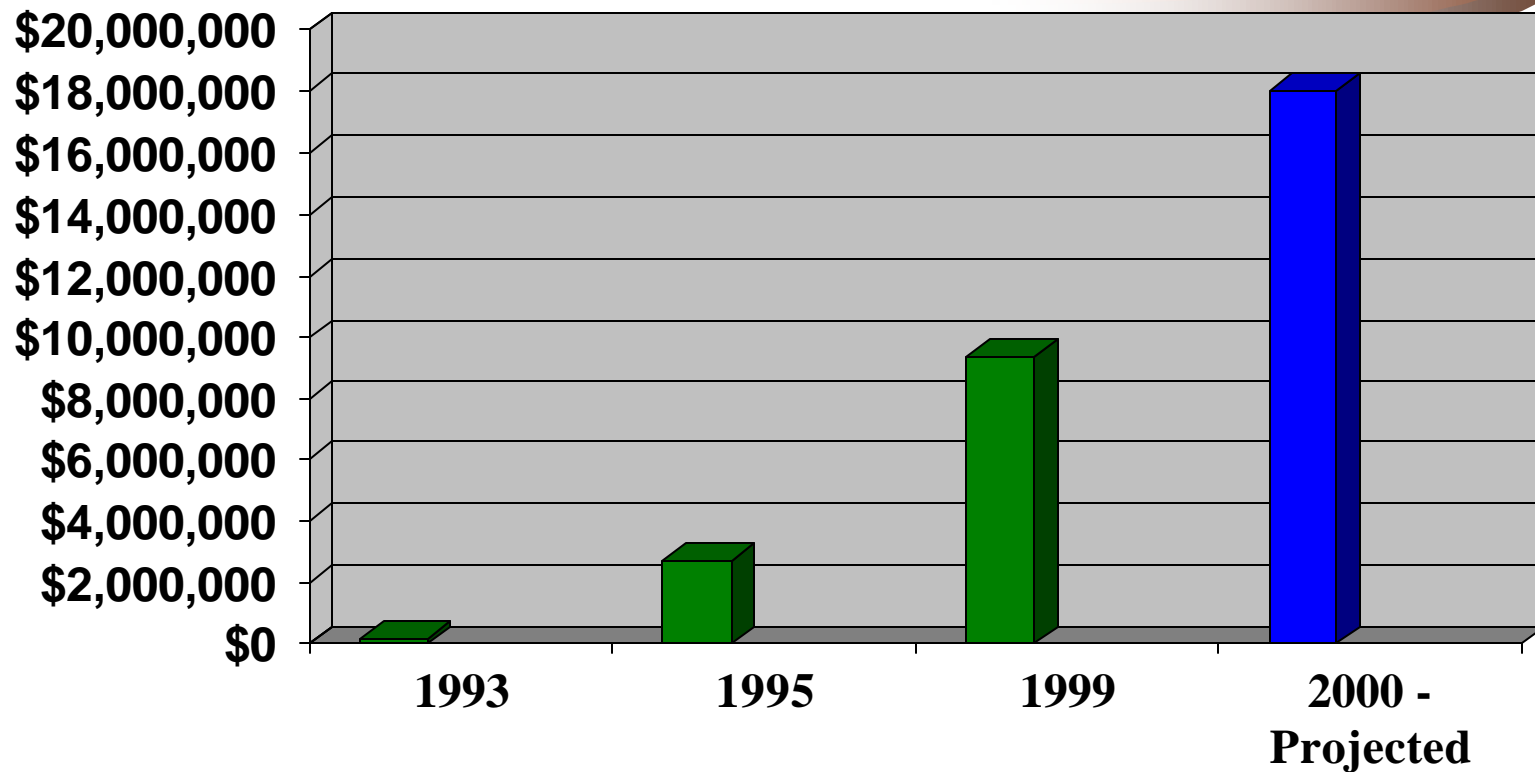
CUSTOMER BASE



- **U.S. Army III CORPS - FORSCOM**
- **Federal Aviation Agency**
- **Commercial Customers**
 - **United Space Alliance**
 - **Boeing Aerospace**
 - **Certified Manufacturing Inc**
 - **Crestview Aerospace Corporation**
 - **EJM Aerospace Corporation**
- **U.S. Army Tank, Armament & Automotive Command**
- **U.S. Navy Southern Command - Facilities Support**



BUSINESS GROWTH



KEYS TO SUCCESS



Vision

Strategic Goals

Strong Management

Strategic Relationships

Dedicated Resources

Commitment

MARKETING PHILOSOPHY



Know Your Customers

Understand Customer Requirements

Understand Your Capabilities

Understand Your Limitations

Demonstrate Your Value Added

Be Present to Win

MARKETING PHILOSOPHY



Networking

Community Involvement

MARKETING PHILOSOPHY



Tests for Opportunity Evaluation

Is it Real?

The “MAN”

Can We Win It?

Is it Worth It?

MARKETING PHILOSOPHY



Establish Long Term Strategic Relationships

Develop Memoranda of Agreement or Understanding (MOA/MOU)

Develop Teaming Agreements

Encourage Continued Dialogue

Leverage off Relationships

Close the Deal

“Your Best References are Those Who Know You”

MARKETING PHILOSOPHY



Contact! Re-Contact! Re-Contact!

- Capabilities Brief**
- Updates/Press Releases/Testimonials**
- Advertise & Sponsorship**
- Demonstrations**
- Provide Something of Interest**

“First Impressions Are Lasting Impressions”

MARKETING PHILOSOPHY



Most Important

- Follow-Up
- Follow-Up
- Follow-Up

MARKETING PHILOSOPHY



Sources of Opportunity

Small Business Administration

U.S Departmental Agencies

NASA

Large Business

Small Business

Mentor-Protégé Programs

MARKETING PHILOSOPHY



Does This Really Work?

IT WORKS !



“BLACKHAWK Wins \$335 Million Dollar Army CECOM Logistic Readiness Center Contract”

“BLACKHAWK Wins \$75 Million Dollar Air Force Special Operations Command (AFSOC) SETA Contract”

“BLACKHAWK Captures over \$10 Million Dollars of NASA Space Station Program Office Support”

“BLACKHAWK wins \$6 Million Dollar subcontract with SAIC to support US Army Intelligence Security Command (INSCOM)”

SUMMARY



Know Your Core Competencies

Never Over Sell

Be Willing to Accept Small Efforts

**Develop Long Term Relationships with
Multiple Organizations**

**Provide a Quality Service or Product on
Time and Within Budget**

“Always Operate in an Ethical Manner”

SUMMARY



Success is not Easy

Success is not a Gift

**Success is Achieved by Your
Dedication to reaching the Goals
You have Set**

SUMMARY



**SUCCESS IS NOT ACHIEVED
ALONE, YOU NEED PARTNERS,
MENTORS, AND CUSTOMERS IN
WHOM YOU HAVE INSTILLED A
LEVEL OF TRUST AND CONFIDENCE
THAT WILL ASSURE SUCCESS, NOT
ONLY FOR YOUR ORGANIZATION,
BUT FOR THE ENTIRE TEAM**

BLACKHAWK POC's



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